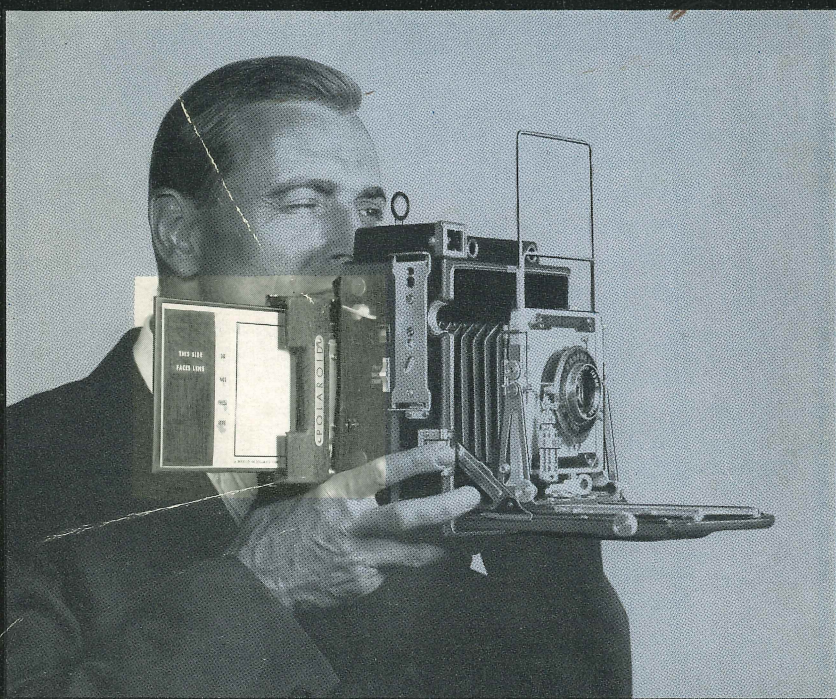


How to use your
POLAROID[®] LAND
4x5 FILM HOLDER
Model 500



For Cameras With 4 x 5 Backs

Expose it...Process it...Have the finished prints in seconds

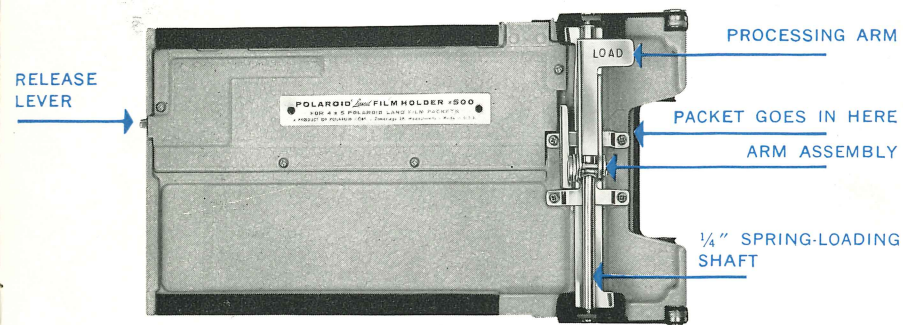
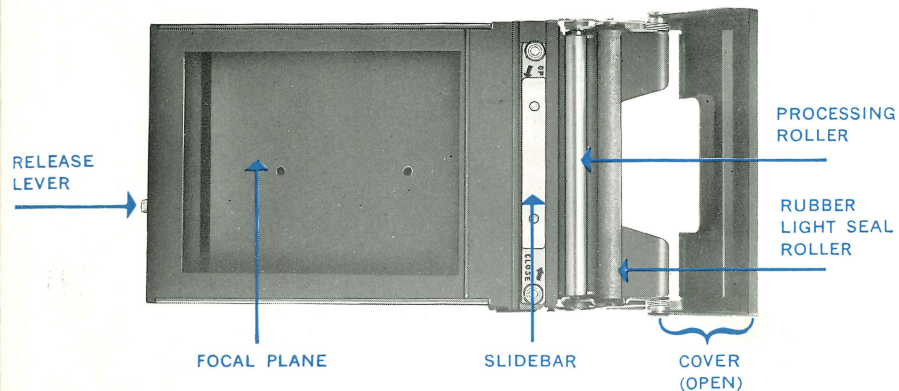
PLEASE

spend a few minutes reading this booklet before you take your first picture.

The holder and packets are easy to use, as you'll discover for yourself with your first picture or two. However, you will get the most out of the equipment if you understand what is really going on as you make pictures this new way.

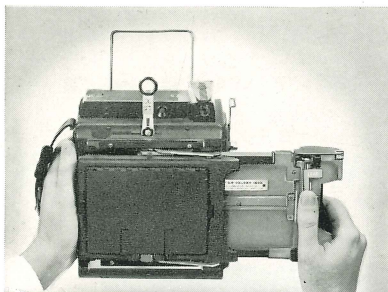
The Polaroid Land Film Holder allows you to use the Polaroid Land photographic process in most standard 4 x 5 press or view cameras, without making any alteration of the camera or focusing system. The holder conforms to the principal A.S.A. dimensional specifications for 4 x 5 film holders of the lock rib type. It will fit press and view cameras equipped with Grafflok, Graphic, and similar backs. It will also fit instruments and aerial and microscope cameras equipped with similar 4 x 5 backs.

FRONT OF HOLDER WITH COVER OPEN

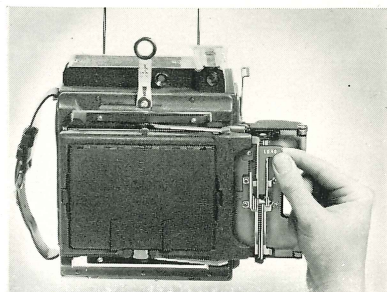


BACK OF HOLDER WITH COVER CLOSED

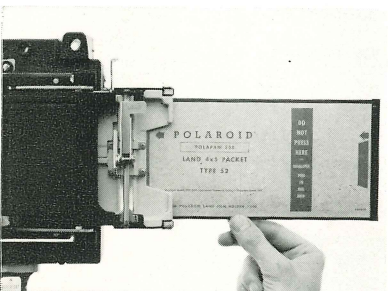
How to Load the Polaroid Land 4x5 Film Holder



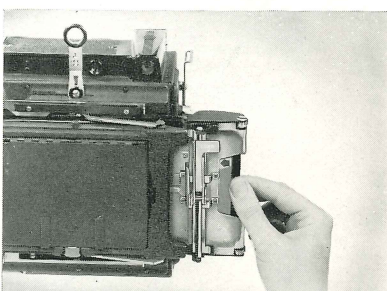
1. Insert the holder into the back of your camera just as you would a standard film holder. Engage slide locks as shown at bottom of page.



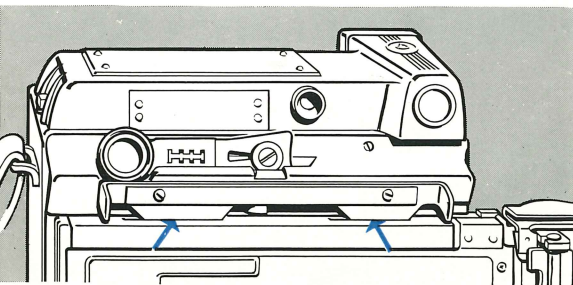
2. The processing arm should be up in the "load" position.



3. There's a right and wrong side to the packet — be sure to insert the packet so that the side with the colored printing is facing you. Hold the packet as shown and insert the metal-capped end into the holder. Push it gently (without buckling) past the rubber roller.



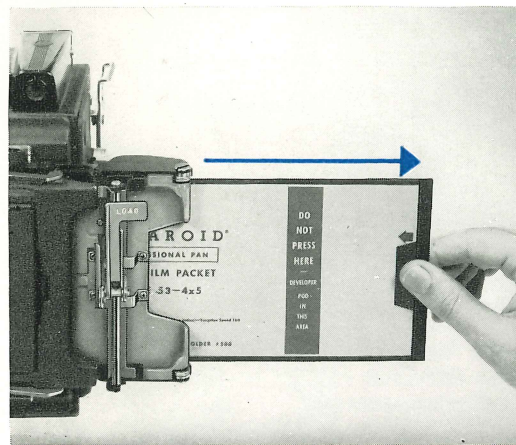
4. After the metal cap is inserted beyond the rubber roller, shift your hold on the packet to the extreme right-hand end as shown. Do not press the pod area, do not buckle the packet, for you might damage the picture. Push the packet all the way in until it stops. Colored block and arrow will appear as above when packet is completely inserted.



Important:

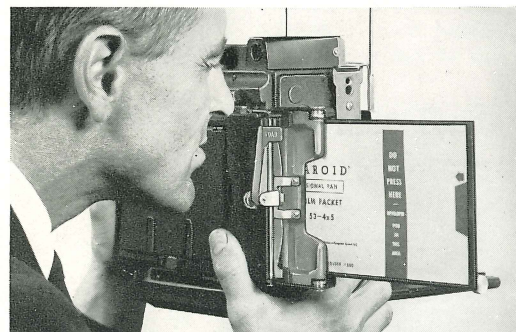
The weight of the holder makes it advisable to use slide-locks in addition to the spring back to prevent light leaks and dropping holder. Locks move into slots on sides of holder as shown.

How to Expose the Film Packet



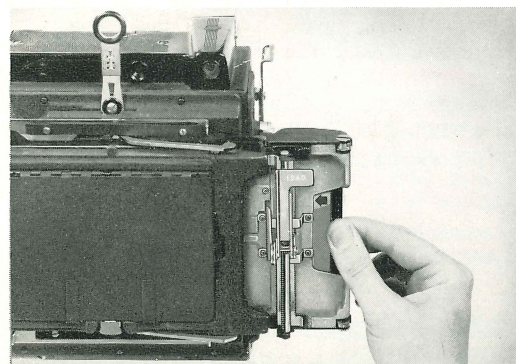
1. The envelope of the packet acts as a "dark slide". When you are ready to expose the film, gently pull the envelope out of the holder until it stops.

You will feel a slight resistance as the "dark slide" envelope detaches itself from the negative and metal cap just as you start to pull. To avoid the danger of fogging, the "dark slide" envelope should not be withdrawn for a longer period than absolutely necessary.



2. Make the exposure just as you would for conventional films.

(The speed rating is printed on the film packet, and further instructions are contained in the film box.) Take care **not** to bend, or permit the wind to whip, the envelope out of its natural position, as this may cause a light leak.

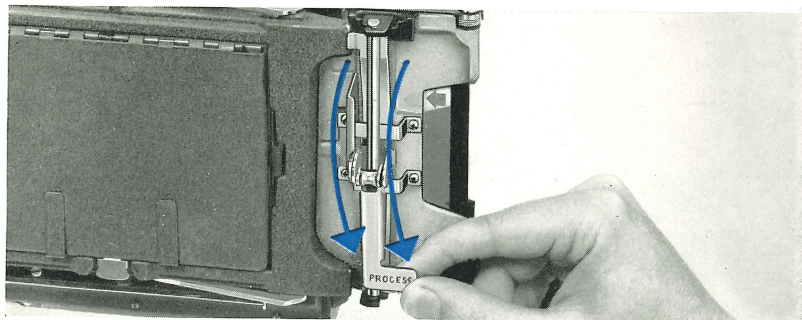


3. After exposure, re-insert the envelope **all the way** back into the holder. Make sure again that the envelope is fully inserted by checking on the colored block and arrow. If the envelope will not reinsert easily all the way, withdraw it slightly and try again. Don't force it — you will only crease the paper.

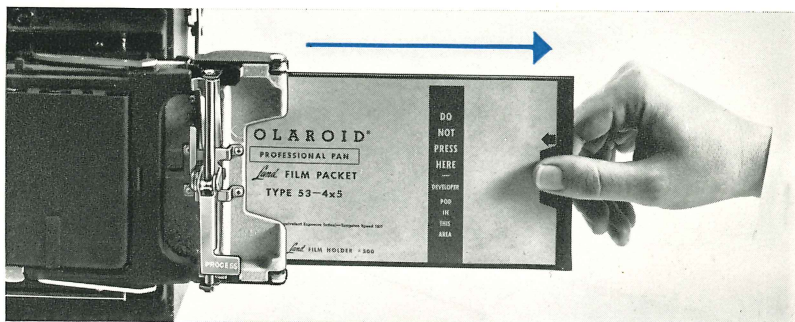
You can now either develop your picture immediately OR you can remove the exposed packet for processing at a later time.

Turn the page to see how to develop your picture immediately.

How to Develop Your Picture Right Away



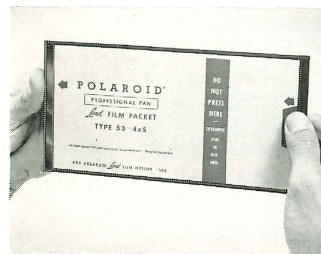
1. Swing the processing arm down to the "process" position. This action closes the processing rollers. When you pull the packet out, these rollers break the pod and spread the developing reagent.



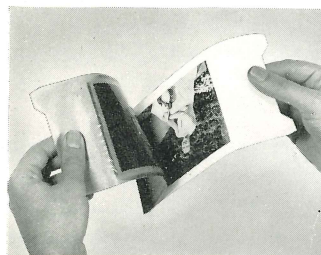
2. To start development, pull the packet completely out of the holder with one rapid continuous motion. A too fast pull can result in incomplete picture development. Then swing the processing arm back to the "load" position.

3. Your picture is now developing. See instructions packed with your film packets for recommended development time. It is most important not to bend or buckle the packet during development time. Your holder is now ready to take another packet for exposure.

How to Remove the Finished Picture



1. After the recommended development time, remove the envelope of the packet by hooking the tips of your fingers, or fingernails, under the edge of the metal cap while you give the envelope a moderate tug with the other hand gripping the packet on the colored block. Don't squeeze the metal cap between thumb and fingers — you will only grip the envelope more tightly. Use the finger tips only, and let the thumb rest along the edge.

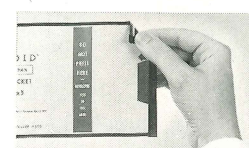
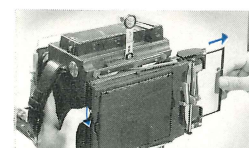
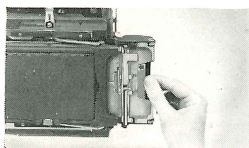


2. Now, peel the picture away from the negative. Take just the white sheet in one hand, the brown paper and negative in the other and peel them apart.

IMPORTANT: You should coat each picture as soon as possible, using print coaters supplied with each box of packets. Follow coating instructions found in film tip sheet.

How to Remove Exposed Film Packet For Development at a Later Time

Occasionally you may want to expose a series of pictures without developing each packet right away. Here's how to remove the packet without developing.

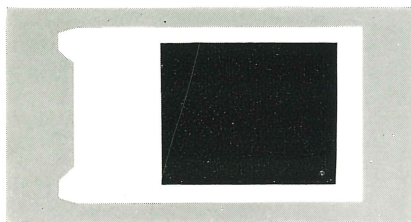


1. After exposing the negative and reinserting the envelope all the way, make sure the processing arm is in the "load" position.
2. Push the release lever on left side of holder as far down as it will go (about $\frac{3}{8}$ "), and hold it down. Slowly pull packet out of the holder. **Do not let go** of release lever until packet is completely out.
3. To identify the exposed but unprocessed packets, bend over one corner (away from the metal cap). This will prevent mix-ups when shooting fast.

How to Develop Your Exposed Packets at a Later Time

With the processing arm in the "load" position, insert the exposed packet into the holder as described on Page 4. Make sure the packet is fully inserted. Swing the processing arm down to "process" position and proceed to develop your picture as described on these two pages.

OPERATION ERRORS:



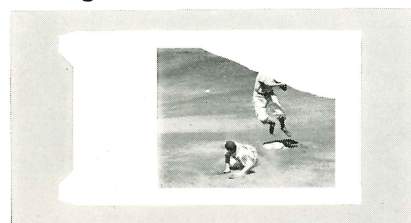
Defect: Completely black slide.
(This cannot be a film defect.)

Cause: 1. Failure to withdraw "dark" slide envelope.

2. Failure of the catch to properly grasp the cap on the end of the envelope when it is inserted into

the holder. (If the trouble occurs frequently, the holder should be checked to make certain the catch is doing the job properly.)

3. Failure to push the envelope all the way into the holder when first inserting it.

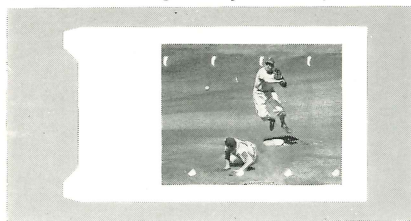


Defect: Incomplete picture development.

Cause: Pressure on processing arm when pulling packet out for development.

Do not exert any pressure on processing arm or steel pressure

rollers when pulling the packet through for development. Check your method of holding the camera for this step to be sure you are not pressing the end of the holder against your body or other solid support.



Defect: Regularly spaced white spots (about 1 1/4" apart).

Cause: Dirt on processing rollers.

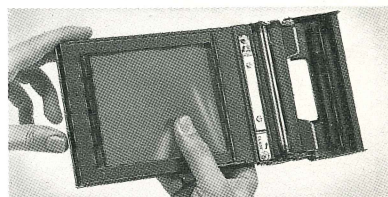
Inspect both processing rollers periodically and clean them thoroughly. See page 11.

Mechanical Problems

If a "dark slide" envelope comes out of holder when withdrawing for exposure, the packet was inserted backwards. To remove the negative and the metal cap still in the holder:

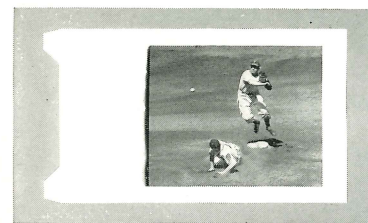
1. Remove the holder from the camera; make sure the processing arm is in the "load" position.

2. Open the cover by shifting the slide bar.



3. Release the metal cap by pushing the release lever, then inch the negative along the focal plane with your fingers until the end of the negative reaches the rubber roller.

How To Spot and Correct Them

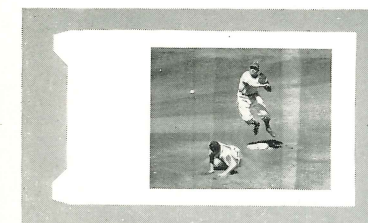


Defect: Black strip on tab end of picture.

Cause: Envelope was not inserted all the way into the holder after exposure and before processing.

Make sure that the envelope is pushed back into the holder as far as it will go. The colored block and the tip of the arrow should line up with the edge of the grey metal back of the holder.

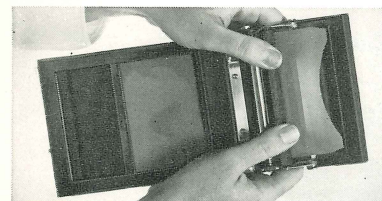
Buckling of the envelope caused by excessive moisture can prevent the envelope from re-entering the metal cap. Packets are adversely affected by moisture especially under conditions of high humidity **unless** you always keep the packet stored in the plastic bag until just before it is placed into the holder.



Defect: Streaks across the picture.

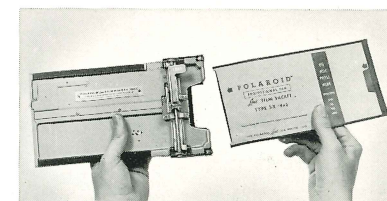
Cause: Hesitation or uneven pulling of packet during processing.

Use a smooth, fairly swift pull. Do not hesitate.



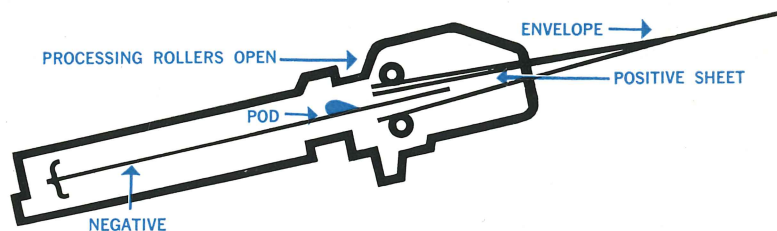
4. With your thumbs, turn the rubber roller until the free end of the negative has passed through the roller.

Before the metal cap has passed all the way out of the focal plane, hold down the release lever again, grasp the free end of the negative with your other hand and withdraw the negative and the metal cap from the holder.

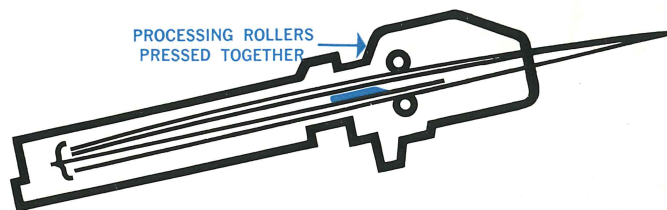


If the packet should tear free from the metal cap, leaving the cap inside the holder: Re-insert an **empty** "dark slide" envelope into the holder just as though you were loading a fresh packet. Push it all the way in to catch the cap. Hold the release lever down and withdraw the envelope with the cap attached.

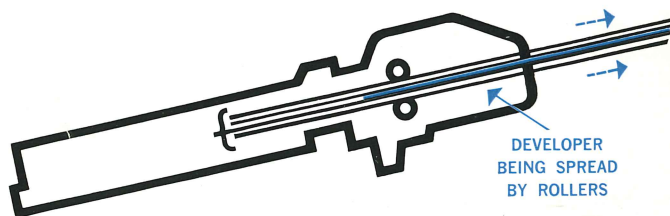
How Does the Process Work?



- 1. NEGATIVE READY FOR EXPOSURE.** After the entire packet is inserted in holder, the envelope of the packet is withdrawn to allow the negative to be exposed. A metal cap on the end of the packet holds the negative in place. Rollers are open at this point.



- 2. NEGATIVE READY FOR PROCESSING.** After exposure, the envelope of the packet has been pushed back into the holder and caught by the metal cap to make a light tight packet ready for removal from camera. Rollers are then closed by lever on holder.



- 3. REAGENT BEING SPREAD BETWEEN NEGATIVE AND POSITIVE.** As packet is pulled from holder, the closed rollers break the pod and spread the jellied developing reagent. After development time, packet is pulled apart and finished picture is lifted free.

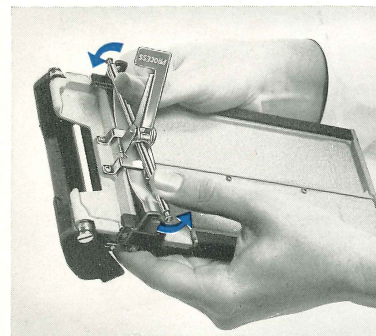
Care of Your 4 x 5 Film Holder

The two processing rollers which control the picture processing must be kept clean, free of foreign matter. Clean the rollers with every new box of packets, or whenever you find regularly spaced white spots (about 1 1/4" apart) along the length of your picture. When storing your holder be sure the process lever is in the "Process" position.

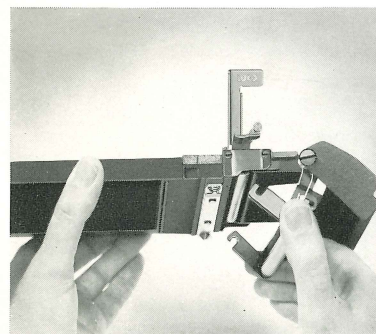
Here is How To Clean the Rollers:



- 1.** Remove the holder from the camera. Open the roller cover by moving the slide bar to the "open" position. Swing the processing arm so that it is perpendicular to the 1/4" spring loading shaft.



- 2.** Grasp the holder so that the thumbs are on both ends of the 1/4" spring loading shaft and the forefingers are against the lower processing roller. With the thumbs, press down on the shaft ends and twist counter-clockwise until the tips swing out from under the roller yokes.



- 3.** As you lift the holder, the bottom roller assembly swings out for easy cleaning. Use a water-dampened cloth to clean both rollers, as well as the rubber roller if necessary.

To replace the rollers, reverse the above procedure.

GUARANTEE

Your Polaroid Land Film Holder #500 has been thoroughly tested and inspected before shipment. All parts are guaranteed against defects in materials for a full year from the day of original purchase. During this period any such defects will be remedied by the factory authorized repair stations without charge (except transportation).

YOUR HOLDER MUST BE REGISTERED

Be sure to fill out and mail the registration card that comes with your Holder. Only in this way can you validate your full year guarantee. Your name will also be placed on our mailing list to receive first-hand information about newly developed Polaroid Land films.

SERVICING YOUR HOLDER

Holders damaged by mishandling or accident, or worn from normal use, will be promptly repaired at a reasonable charge. Please make returns through your dealer; or, if this is not convenient, pack it carefully in a stiff container with plenty of padding and mail it prepaid to the nearest service office below:

Photo Products Repair

U.S.A. Stations

CALIFORNIA

Polaroid Corporation (Western Division)
333 West Mission Drive
San Gabriel

COLORADO

S. O. Lindahl Photo Sales
1637 Court Place
Denver 2

D.C.

Strauss Photo-Technical Service
930 F Street, N. W.
Washington 4

GEORGIA

Camera Service Company
2257 Cascade Road, S. W.
Atlanta

ILLINOIS

Polaroid Corporation (Midwestern Division)
2041 N. Janice Avenue
Melrose Park

KENTUCKY

Camera Service, Inc.
445 South Fifth Street
Louisville 2

LOUISIANA

Murphy's Camera Repair
2320-22 Tulane Avenue
New Orleans

MASSACHUSETTS

Polaroid Corporation (Factory)
10 Albany Street
Cambridge 39

MINNESOTA

Northwest Camera Repair Co.
209 Loeb Arcade
Minneapolis

MISSOURI

Newton J. Draper, Camera Repair
2319 Brentwood Boulevard
St. Louis 17 (Brentwood)

NEW JERSEY

Mack Camera Service
1025 Commerce Avenue
Union

NEW YORK

Mack Camera Service of N. Y.
20 West 31st Street
New York 1

TEXAS

Polaroid Corporation (Southwestern Division)
8919 Diplomacy Row
Dallas 7

WASHINGTON

Photo-Tronics
223 Westlake N.
Seattle 9

Foreign Stations

CANADA

Polaroid Corporation of Canada Ltd.
1 Beaverdale Road
Toronto 18

GERMANY

Polaroid GMBH
13 Frauensteinstrasse
Frankfurt/Main, Germany